

Effects of Para-Social Presence On the Consumer Decision Journey

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By

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Abstract

Para-social presence is investigated in this research study to determine its effects on the consumer decision journey. Attachment styles are also taken into consideration as a possible influence on establishing para-social presence. This study specifically looks at an internet personality's social media platforms, Twitter, Instagram, and YouTube, and her social media marketing efforts for the release of her new book, *Almost Adulthood*. This study found statistically significant relationships between increasing level of para-social presence across Twitter, Instagram, and YouTube. Further, the study found that para-social presence has a positive correlation with consumers' initial consideration, purchase decision, and post-purchase experience. Finally, it revealed that para-social presence is negatively correlation with consumers' active evaluation. These findings are valuable for marketers looking for new ways to strengthen their brand and drive sales.

Introduction

Social media have become an increasingly prevalent channel of communication in recent years. In fact, according to Pew Research Center, the percentage of U.S. adults who use at least one social media platform has increased from 5% in 2005 to 69% in 2016. Further, “around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves” (Pew, 2016, para.1). Considering the large population on social media platforms and the various tasks that they are used for, these new channels of communication are certainly ones that advertisers can use to their advantage. Social media is a new tool for targeting potential customers, especially young adults between 18 to 29 years old, 90% of whom use at least one social media platform (Pew, 2016, para.3). This paper will look into how social media have revolutionized marketing and the effects that they have on consumer behavior.

Literature Review

Without a doubt businesses are starting to incorporate social media platforms, such as Twitter, Instagram, and YouTube, into their marketing strategies. Companies now have new channels of communicating to their customers, and these channels have redefined the stages of a consumer’s purchase process. With traditional marketing, such as print, radio and television ads, the consumer purchase process was conceptualized as a funnel metaphor. This means that marketing strategies were based on the assumption that “consumers start with a set of potential brands and methodically reduce the number to make a purchase” (Court, Elzinga, Mulder, & Vetvik, 2009, p.3). The funnel metaphor consisted of five stages: awareness, familiarity, consideration, purchase, and loyalty.

Social Media Marketing: Re-Conceptualizing Consumer Behavior

While these five stages may have worked when there were less channels to reach uninformed consumers, they certainly are not as applicable to today's consumer behavior. Currently, there are more products to choose from, more channels to communicate through, and more well-informed potential consumers to target. Due to this, it is critical to pinpoint the moments when consumers are open to influence and re-conceptualize the stages of the consumer's purchase process. In other words, marketers must shift away from the linear model of traditional marketing and towards the circular model of digital marketing with the use of new and more effective outlets, such as social media, integrated content, and influencers.

Instead of using the funnel metaphor, digital marketing redefines the consumer purchase process as the consumer decision journey. This circular model of consumer behavior includes four stages: initial consideration, active evaluation, purchase decision, and post-purchase experiences (Court, Elzinga, Mulder, & Vetvik, 2009). Edelman (2010) elaborates on the consumer decision journey by describing every step of the process. The first stage of the journey assumes that the consumer has already been exposed to and is familiar with a number of products or brands. At this stage, the consumer has narrowed down a few products they consider. Next, the consumer goes on to actively evaluate the products or brands that they are considering. This is the information gathering stage of the journey, and typically the longest stage. Finally, the consumer chooses which product to buy. This stage is most likely to occur when consumers encounter the product in stores or while shopping online. Lastly, the consumer goes through the post-purchase experience where a deeper connection is made through ongoing exposure. If the consumer enjoys the product, they will advocate for it and form a bond with it. This bond will

cause the consumer to skip the consideration and evaluation stages in the future. Instead, if they enjoy, advocate, and bond with the product, the consumer will fall into the loyalty loop, where they jump from bond to purchase. If the bond does not occur, then they will circle back into the initial consideration stage again (Edelman, 2010).

The final stage of the consumer decision journey is a critical one for businesses and their consumers because building a bond with the consumer is extremely valuable to the business's marketing efforts. With that bond, not only is the company guaranteed a repeat customer, but this also strengthens their word-of-mouth marketing. This means that the company is not the only one advocating for the product or brand. The bond creates new and more influential advocates that will positively influence their peers who are going through the evaluation stage. This bond gives the product or brand a larger presence. It is no longer just another item in an ad, but instead a product that is favored by someone they know. This strengthens the product's word-of-mouth marketing, which has become more prevalent and influential in the age of social media.

This bond allows purchasers to use their own social presence among their peers to leverage the product. Social presence, in terms of digital marketing, refers to the "degree to which media allows a user to establish personal connection with other users" (Kumar & Benbasat, 2002, p.2). Social media allows for this. Features such as following, liking, commenting, and sharing posts via social media platforms are methods of establishing and maintaining this type of presence with users online. Brands creating a social presence is very new to the marketing world, considering the fact that none of these features were available through traditional media channels. However, this new component of branding is essential for a product to thrive.

Social presence creates influential word-of mouth marketing between media users. For example, imagine seeing a billboard ad for a brand, versus seeing your friend post about how much they love the brand's new product. What your friend posted is more likely to capture your attention and motivate you to look into the product because their posts are more important to you than a billboard ad that you may disregard. Aside from the functions that social media allow, they have a larger degree of social presence because it allows for a more interpersonal consumer-to-consumer communication, instead of only business-to-consumer (Edelman, 2010).

Celebrity Marketing and Para-Social Presence

In addition to the influential aspect of social presence, an interesting phenomenon occurs when influences, such as celebrities, become social media users. In these situations, the social presence that is established through social media plays a mediating role between celebrities and para-social interactions with their fans. Para-social interactions occur when a brand or product has a para-social presence among consumers. These type of interactions include liking, commenting on, and sharing content via social media. Para-social presence refers the "extent to which a medium facilitates a sense of understanding, connection, involvement, and interaction among participating social entities" (Kumar & Benbasat, 2002, p.4). This presence is typically used to describe how fans view their favorite celebrities. For example, when a fan is "in love" with an actor or musician, he or she would be considered to be in a para-social relationship with that celebrity. Some fans are even so invested in this type of para-social relationship that they don't realize that the celebrity is unaware of this fictional relationship. In other words, the fan is in a one-sided relationship with their favorite celebrity.

According to a study by Kim and Song (2016), celebrities' self-disclosure on personal social media accounts, particularly Twitter, affects fans' perceptions of the celebrities. Their study, with a sample size of 429 celebrity followers on Twitter, revealed that the celebrities' "professional self-disclosure (e.g., sharing their work-related life), personal self-disclosure (e.g., sharing their personal life such as friends and family), and fans' retweeting behavior, enhanced fans' feeling of social presence" (Kim & Song, 2016, p.570). Further, the study found that feelings of social presence enhance fans' para-social interaction with celebrities. These findings from the study supports the first hypothesis of this study on product marketing in social media, in that:

H1: There is a positive relationship between the degree of celebrities' self-disclosure via a given social media platform and the level of perceived para-social presence.

Para-social presence is a concept that marketers should examine because this is the type of presence that is established when consumers bond with a brand. Celebrities are similar to products in the sense that they both have a brand and aim to profit from their consumers. If consumers are able to establish a bond with successful products, then a celebrity that has a strong para-social presence has a profitable brand. The more dedicated fans that a celebrity has, the more products they are able to sell to their fans. Hypothetically, you may be more likely to buy a ticket for a movie that features your favorite actor, even if the plot doesn't seem great, merely because you are dedicated to watch every movie the actor is cast in.

Attachment Styles: A Potential Influence on Para-Social Presence

While establishing a para-social presence for a product and brand can be very beneficial, it is not an easy thing to achieve. Not every individual is likely to build such a strong one-way

bond with a brand. Attachment styles play a major role in whether an individual is likely to feel a para-social presence towards a brand. There are three common attachment styles found in adults that develop through an individual's relationship with their parents as a child: secure attachment and two forms of insecure attachment. Secure attachment is characterized by low avoidance of intimate relationships and low anxiety about intimate relationships. Individuals with this attachment style "tend to view themselves and others in a positive light" (Cole & Leets, 1999, p. 498). They also tend to "hold positive relational expectations and believe that real love exists and it not fleeting" (Cole & Leets, 1999, p.498). The two forms of insecure attachment are anxious-ambivalent and avoidant. Anxious-ambivalent attachment is characterized by low avoidance of intimate relationships and high anxiety about intimate relationships, while avoidant attachment is characterized by high avoidance of intimate relationships and low anxiety about intimate relationships.

The role of attachment styles in how audience members form para-social relationships with television personalities has been studied by Cole and Leets (1999). With a sample size of 115 students, the study found that attachment styles are, in fact, related to para-social behavior. The results indicated that individuals with anxious-ambivalent attachment styles were most likely to form para-social bonds, while avoidant individuals were the least likely. In relation to celebrity branding, we would then expect these findings to support the second hypothesis to this study:

H2: There is a positive relationship between anxious-ambivalent attachment style and the level perceived para-social presence.

Finally, a third hypothesis rises from the previous in regards to degree of celebrities' self disclosure and viewers' attachment styles:

H3: Among individuals with an anxious ambivalent attachment style, a high degree of celebrity self-disclosure via social media will strongly and positively influence the level of perceived para-social presence.

Considering these findings from both studies, this study aims to find how para-social presence affects the consumer decision journey. Specifically, the four research questions of this study investigate the following:

RQ1: Does para-social presence influence consumer's initial consideration?

RQ2: Does para-social presence influence consumer's active evaluation?

RQ3: Does para-social presence influence consumer's purchase decision?

RQ4: Does para-social presence influence consumer's post-purchase experience?

Based the on the limited amount of existing literature on the topic of para-social presence and its effects on the consumer decision journey, this study hopes to provide significant findings that will be insightful for marketing managers and brand developers.

Method

To test the hypotheses and research questions in this study, an experiment was created and administered via Qualtrics with three conditions. In the interest of time, this study was conducted with a non-random convenience sample by offering extra credit to participating students in the communication studies and journalism departments of a university on the central coast of California. Participants were randomly assigned to view one of Arden Rose's social media platforms: Twitter, Instagram, or YouTube. The content on her Twitter account was mostly

text-based and had low personal self-disclosure. Most of the tweets were in regards to the release of her new book and her life as a YouTuber. Arden's Instagram content included texts as well, but it was mostly focused on photos that revealed more personal self-disclosure, such as her hanging out at the beach or around her house. Her YouTube content included two videos that shared the most personal self-disclosure. One video even shares an entire story of her upbringing, family, friends, and life altogether.

Arden Rose is a internet personality who became popular through her YouTube videos. Videos include comedic sketches, make-up tutorials, clothing hauls, and other lifestyle-related content. Arden and her social media platforms were chosen to be the subject of this questionnaire because she recently wrote and published a book titled *Almost Adulthood*. She has recently been advertising her book on social media, so her content was relevant to this study. Further, the content that she produces is relevant to young adults who participated in the questionnaire and may also be "almost adulthood".

Participants in each group were asked to read or view the content they were provided with, and then asked questions regarding their demographics, such as gender, sexual orientation, date of birth, and social media behavior. They were also asked a series of questions using a likert scale ranging from 1 to 7. The questions were regarding their perception of Arden's para-social presence, such as their interest in Arden, how much they believed she resembled them or their friends, and whether they would be interested in watching her on other platforms or meeting her. These questions were adapted and modified from the portion of Cole and Leets' study (1999) testing for para-social presence. Additionally they were questioned on their stage in the consumer decision journey for *Almost Adulthood*, including questions regarding their initial consideration,

active evaluation, purchase decision, and post-purchase experience. The active evaluation question was answered through free-response text. A content analysis was done to assign numerical values to the responses. Participants received a 1 if they didn't know what Arden was selling, a 2 if they thought she was selling something other than her book, a 3 if they believed she was selling her book, and a 4 if they thought she was selling her book along with other things. Finally, participants were asked questions regarding their interpersonal communication habits in order to determine their attachment style. The attachment style questions were adapted from Verbeke, Bagozzi, and van den Berg's Attachment Style Scales (2014). There were 189 college students that participated in this study. A copy of the Qualtrics experiment can be found in Appendix A.

Measures

To analyze H1 and H2, one-way ANOVA's were conducted. A two-way ANOVA was conducted to analyze H3. To analyze RQ's, correlations were calculated. Results were computed using SPSS software. The variables being tested in this study are: degree of celebrity's self-disclosure via social media, perceived para-social presence, anxious-ambivalent attachment style, consumer's initial consideration, active evaluation, purchase decision, and post-purchase experience.

Results

Hypothesis 1 predicted that there would be a positive relationship between the degree of celebrities' self-disclosure via a given social media platform and the level of perceived para-social presence. In other words, a celebrity's para-social presence increases as they disclose more personal and professional information via social media. The one-way ANOVA test revealed a

statistically significant relationship between celebrity's degree of self-disclosure via social media and their perceived para-social presence, $F(2, 186) = 13.559, p < 0.001$. Fisher's LSD revealed that the degree of celebrity's self-disclosure via YouTube ($M = 3.210, SD = 0.7873$) resulted in higher perceived para-social presence than self-disclosure via Instagram ($M = 2.781, SD = .7984$). Further, the Fisher LSD revealed that the degree of celebrity's self-disclosure via Instagram resulted in higher para-social presence than self-disclosure via Twitter ($M = 2.478, SD = .7815$). These findings reject the null hypothesis and concludes that within the population of interest, increasing self-disclosure from Twitter to Instagram to YouTube also increases perceived para-social presence.

Next, hypothesis 2 predicted a positive relationship between individuals with anxious-ambivalent attachment style and level of perceived para-social presence. In other words, someone who has anxious-ambivalent attachment will also experience a high level of perceived para-social presence. The one-way ANOVA test revealed that attachment styles were not associated with level of perceived para-social presence, $F(2, 180) = 1.315, p < 0.001$.

Further, hypothesis 3 predicted a that individuals with anxious-ambivalent attachment style who were exposed to social media content with high degrees of self-disclosure, such as YouTube, will experience a higher level of perceived para-social presence. The two-way ANOVA test results revealed that individuals with anxious-ambivalent attachment styles who were exposed to the high self-disclosure through Arden's YouTube videos were not associated with higher levels of perceived para-social presence, $F(1, 4) = 1.721, p > 0.05$. Although there weren't any statistically significant findings in regards to this hypothesis, there was an interesting finding to note. Individuals with avoidant attachment style experienced the least level of

perceived para-social presence, followed by anxious-ambivalent, and secure attachment ranking the highest in the Twitter and Instagram group. However, individuals with secure attachment style experienced the least level of perceived para-social presence when exposed to the YouTube content.

The following four research questions asked if there was a relationship between increasing levels of perceived para-social presence and the consumer decision journey. Specifically, the first research question asked how perceived para-social presence affects initial consideration. The correlation test revealed that there is a statistically significant positive relationship between high levels of perceived para-social presence and initial consideration, $r = 0.46$. This means that the more participants experienced perceived para-social presence, the more they initially considered the product being sold.

The second research question asked how perceived para-social presence affects active evaluation. Interestingly, the correlation test revealed that there is a statically significant negative relationship between high levels of perceived para-social presence and active evaluation, $r = -0.18$. This means that the as participant's level of perceived para-social presence increased, their active evaluation of what was being sold in the content decreased.

The third research question asked how perceived para-social presence affects purchase decisions. The correlation test revealed that there is a statistically significant positive relationship between high levels of perceived para-social presence and decision to purchase the product, $r = 0.56$. This finding tells us that para-social presence is able to increase sales by positively affecting consumer's purchase decision.

Lastly, the fourth research question asked how perceived para-social presence affects post-purchase experience. The correlation test revealed that there is a statistically significant positive relationship between high levels of perceived para-social presence and post-purchase experience, $r = 0.55$. This means that as para-social presence increases, consumers are more likely to enjoy, advocate for, and bond with the product. The output charts of each ANOVA and correlation tests can be found in Appendix B.

Discussion

Purpose and Findings

This research sought to analyze how para-social presence and attachment styles influence the consumer decision journey. Specifically, the experiment revealed which social media platform is most effective at establishing a para-social presence based on degree of self-disclosure that is shared through media. Twitter, Instagram, and YouTube were the three social media platforms that were included in the study. These three platforms were used to build upon previous research regarding self-disclosure via Twitter. Attachment styles were also taken into consideration because they played a role in previous studies. Further, the effects of para-social presence on the consumer decision was tested to determine if establishing such presence would be valuable for a brand. The results of the experiment suggest that para-social presence was significantly associated with self-disclosure across Twitter, Instagram, and YouTube. It was revealed that YouTube has the potential to establishing the highest level of para-social presence, whereas Twitter established the lowest level of para-social presence. This finding aligned with the previous Twitter study that suggested a positive relationship between self-disclosure and

para-social presence. There were no statistically significant findings in regards to attachment style's role on level of perceived para-social presence.

Finally, the study revealed statistically significant findings regarding para-social presence's influence on the consumer decision journey. The results of this study suggest that there is a positive correlation between para-social presence and consumer's initial consideration, purchase decision, and post-purchase behavior. This means that as a brand or celebrity's para-social presence increases, consumers will be more inclined to consider the product, purchase it, and advocate for it. This finding is very valuable for marketers looking for new persuasive strategies to increase sales. The results also suggest that there is a negative correlation between para-social presence and active evaluation. This means that as a brand or celebrity's para-social presence increases, consumers are less aware that what product, if any, is being advertised. It can be considered a good thing that viewers are unaware that they're watching an advertisement when they view a brand or celebrity's social media content since the public is generally turned off to ads. However, marketers should be aware of this and make sure to also produce ads that more explicitly state what product is being sold.

Limitations

This research study was limited in several ways. Given that convenience sampling does not yield the most representative data, it would have been ideal to do a random sampling method if there was more time to conduct the survey. Further, there were only 38 individuals with anxious-ambivalent attachment style who participated in the study, 22 individuals with avoidant attachment, and 123 individuals with secure attachment. The fact that there were so many more participants with secure attachment than anxious-ambivalent and avoidant attachment may

explain why there wasn't a statistically significant finding in regards to para-social presence and attachment style despite what previous studies suggested. Social desirability bias may have played a role in why there were so many participants with secure attachment. Lastly, some participants seemed to have sped through their manipulated conditions.

Future Research

Although that this study found no statistically significant relationships between para-social presence and attachment styles, it did reveal an interesting relationship between individuals with secure attachment style and YouTube content. As previously discussed, secure attachment ranked the highest in level of perceived para-social presence for participants who viewed Twitter and Instagram content, yet it ranked the lowest for those in the YouTube group. Perhaps if in future research the questions regarding attachment style were changed a bit to avoid social desirability bias, there would be a more balanced amount of participants with different attachment styles. If future research is able to include a more even number of participants with different attachment styles, there may be statistically significant findings in regards to para-social presence and attachment styles. This could also reveal whether the interaction between secure attachment style and YouTube content was a coincidence or statistically significant. Further research on individuals with secure attachment viewing YouTube content could also be conducted to figure out why such interaction happened. Finally, future research should examine a variety of celebrities and products, as well as other social networking sites.

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Appendix A: Experiment Overview

A research project on Media-Richness Theory (MRT) and Para-Social Interactions (PSI) is being conducted by Ayda Tahmasbi in the Department of Communications Studies at Cal Poly, San Luis Obispo. The purpose of the study is to explore whether the richness of a given medium influences para-social presence for brands.

You are being asked to take part in this study by completing the following questionnaire. Your participation will take approximately thirty minutes. Please be aware that you are not required to participate in this research; you may omit any items that you prefer not to answer, and you may discontinue your participation at any time without penalty.

There are no possible risks associated with participation in this study. If you should experience any risks, please be aware that you may contact Ayda Tahmasbi at aydatahmasbi@gmail.com or Dr. Bethany Conway-Silva at bconway@calpoly.edu, or the campus Counseling Services at (805) 758-1211 for assistance.

Your survey and questionnaire responses will be provided anonymously to protect your privacy. Potential benefits associated with the study include contributing to significant findings in the field of marketing, branding, and social media. Some participants may receive extra credit for a course.

If you have questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Ayda Tahmasbi at aydatahmasbi@gmail.com or Dr. Bethany Conway-Silva at bconway@calpoly.edu. If you have concerns regarding the manner in which the study is conducted, you may contact Dr. Michael Black, Chair of the Cal Poly Institutional Review Board, at (805) 758-2884, mblack@calpoly.edu, or Dr. Dean Wendt, Dean of Research, at (805) 758-1508, dwendt@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate your agreement by completing and submitting the following questionnaire. Please print a copy of this consent form now for your reference, and thank you for your participation in this research.

- ☐ Yes, I volunteer
- ☐ No, I do not volunteer

Condition: No, I do not volunteer Is Selected. Skip To: End of Survey.

1.

Are you familiar with Arden Rose?



- ☐ No, Definitely haven't heard of her
- ☐ No, Probably haven't heard of her
- ☐ Not sure
- ☐ Yes, I've heard of her
- ☐ Yes, I'm a fan of hers

Display This Question:

If Are you familiar with Arden Rose? Yes, I've heard of her Is Selected:

How was you introduced to Arden Rose?

- ☐ YouTube
- ☐ Instagram
- ☐ Twitter
- ☐ Other:

Please answer the following questions regarding your demographics:

2.

Please answer the following questions regarding your demographics:

Do you view/post/like/share content on Twitter, Instagram, and/or Youtube? (Please check all that apply)

- ☐ Yes, Twitter
- ☐ Yes, Instagram
- ☐ Yes, Youtube
- ☐ No, I don't use any of these platforms

3.

What gender do you *most* identify with?

- ☐ Female
- ☐ Male
- ☐ Prefer not to state

4.

What is your sexual orientation?

- ☐ Heterosexual
- ☐ Homosexual
- ☐ Bisexual
- ☐ Prefer not to state

5.

What year were you born?

1999 or earlier

MANUPULATION:

Group A: Twitter Content



Please read the following Twitter posts (tweets):





Arden Rose @ardenrose · 6 Dec 2016

guys, I've been writing this since MARCH and just keeping it all kinds of secret. It feels so good to finally get to talk about it!!

👍 12 🔄 51 ❤️ 1.0K



Arden Rose @ardenrose · Mar 11

I would show up to a beauty guru event in overalls 🍷 you can take the woman out of the south, but you can't take the south out of the woman.

👍 9 🔄 47 ❤️ 1.6K



Arden Rose @ardenrose · Feb 3

Guys, my book is coming out in a little over a month... AH! Excitement! Thanks to everyone pre-ordering #AlmostAdulting 🍷❤️😘

👍 9 🔄 33 ❤️ 873



Arden Rose @ardenrose · Mar 7

You guys. I haven't done a Q&A in 5 months... looks like we might need another one! Ask me anything #AskArden 🍷❤️

👍 301 🔄 26 ❤️ 755



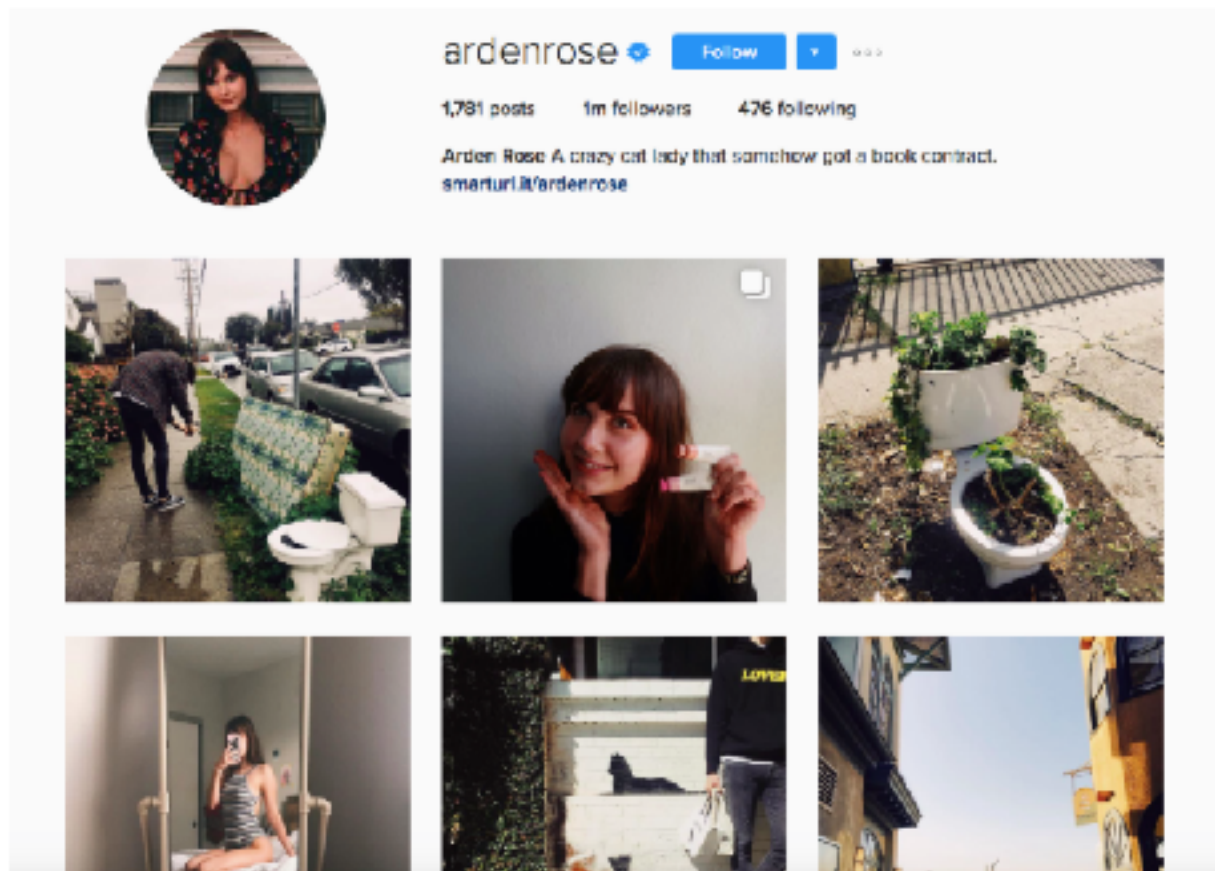
Arden Rose @ardenrose · Mar 1

I feel like I get 90% of my exercise from wandering around humbledly while lost trying to get to timely appointments.

👍 4 🔄 155 ❤️ 1.6K



Group B: Instagram Content



Please look at and read the following Instagram posts:







 ardenrose [Follow](#)

68,896 likes 7w

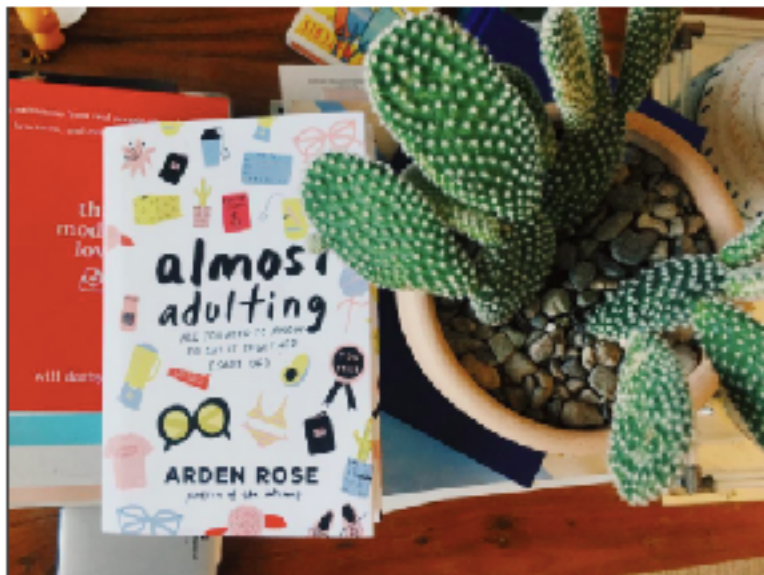
ardenrose At this time in my life, "love is comfort". It means being able to have my own space, gather my thoughts, getting to put my attention into a good book, and enjoying downtime. I've been loving these peaceful moments in my day, and I've been loving my space. Belated happy birthday banner and all! [#revelin](#) [#ad](#) [#flowerin3words](#) [#floweriscomfort](#) [#theloveproject2017](#)

view all 125 comments

femebae@link Happy birthday!!! 

grow_flowers_ Happy birthday beautiful girl!   Your posters are amazing! Where

 Add a comment... 0 0 0



 ardenrose [Follow](#)

42,055 likes 2w

ardenrose [#worldbookday](#) aka [#worldyouarebackatthethanksgiving](#) so I'm plugging my own book. Haha. [#AlmostAdulting](#) link to pre-order in my bio  

view all 78 comments

crystalbyle so excited to have this in my hands to read!

llacanz shrebasahmold_ omg cuteeee mylyn_n Pre-ordered! Now just impatiently waiting.

ardenrose @mel_jorezo I just got it!

 Add a comment... 0 0 0



Group C: Youtube Content

Please watch this YouTube videos:



link: <https://www.youtube.com/watch?v=rC9QN5xqwAQ>



link: <https://www.youtube.com/watch?v=r9Ez5eKuZPw>

QUESTIONNAIRE

Please answer the following questions regarding Arden Rose:

6. Based on the content you just reviewed, how do you perceive Arden Rose?

I'm very interested in learning more about her

I'm slightly interested in learning more about her

I have no opinion on her

I'm not interested in learning more about her yet

Not interested in learning more about her at all

7. Arden reminds me of myself.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

8. I have the same qualities as Arden.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

9.

I seem to have the same beliefs or attitudes as Arden.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

10.

I have the same problems as Arden.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

11.

I can imagine myself as Arden.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

12. I can identify with Arden.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

13. I would like to meet Arden.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

14. I would watch Arden on another platform.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

15. My friends are like Arden.

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

Please answer the following questions regarding the content you just viewed:

16. Was Arden Rose selling anything in the content you just reviewed?

Definitely yes
Probably yes
Unsure
Probably not
Definitely not

17. If she was selling something, what do you think she was selling?

18. Based on the content you just reviewed, how interested are you in the product that she was selling?

Extremely interested
Very interested
Moderately interested
Slightly interested
Not interesting at all

19.

Based on the content you just reviewed, how interested are you to learn more about the product that she was selling?

Extremely interested

Very interested

Moderately interested

Slightly interested

Not interesting at all

20.

How likely are you to purchase this product for yourself?

Extremely likely

Somewhat likely

Neither likely nor unlikely

Somewhat unlikely

Extremely unlikely

21.

How likely are you to purchase this product for someone you know?

Extremely likely

Somewhat likely

Neither likely nor unlikely

Somewhat unlikely

Extremely unlikely

22.

How likely are you to tell someone else about this product?

Extremely likely

Somewhat likely

Neither likely nor unlikely

Somewhat unlikely

Extremely unlikely

Lastly, I would love to ask you about some aspects of your interpersonal communication. Please indicate how well each of the following statements resonate with you:

23. I worry that others won't care about me as much as I care about them.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

24. My desire to be very close sometimes scares people away.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

25. I need a lot of reassurance that I am loved by my partner.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

26. I do not often worry about being abandoned.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

27. I find that my close relationships don't want to get as close as I would like.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

28. I want to get close to others, but I keep pulling back.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

29. I am nervous when partners get too close to me.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

30. I try to avoid getting too close to others.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

31. It helps to turn to my romantic partner in times of need.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

32. I turn to my partner for many things, including comfort and reassurance.

Describes me extremely well

Describes me very well

Describes me well

Describes me moderately well

Describes me slightly well

Somewhat describes me

Does not describe me at all

Appendix B: Output Charts

H1: Group Assignment & PSP (One-Way ANOVA)

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Average PSP	Based on Mean	.393	2	186	.676
	Based on Median	.548	2	186	.579
	Based on Median and with adjusted df	.548	2	178.689	.579
	Based on trimmed mean	.474	2	186	.624

ANOVA

Average PSP					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.889	2	8.444	13.559	.000
Within Groups	115.841	186	.623		
Total	132.730	188			

Post Hoc Tests

Dependent Variable: Average PSP

LSD

(I) Group Assignment	(J) Group Assignment	Mean Difference (I-J)	Std. Error	Sig.	95% ... Lower Bound
1	2	-.3035*	.1401	.032	-.580
	3	-.7319*	.1412	.000	-1.010
2	1	.3035*	.1401	.032	.027
	3	-.4284*	.1406	.003	-.706
3	1	.7319*	.1412	.000	.453
	2	.4284*	.1406	.003	.151

Multiple Comparisons

Dependent Variable: Average PSP

LSD

(I) Group Assignment	(J) Group Assignment	95% Confidence . Upper Bound
1	2	-.027
	3	-.453
2	1	.580
	3	-.151
3	1	1.010
	2	.706

*. The mean difference is significant at the 0.05 level.

H2: Attachment Style & PSP (One-Way ANOVA)

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Average PSP	Based on Mean	1.570	2	180	.211
	Based on Median	1.582	2	180	.208
	Based on Median and with adjusted df	1.582	2	179.672	.208
	Based on trimmed mean	1.600	2	180	.205

ANOVA

Average PSP

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.844	2	.922	1.315	.271
Within Groups	126.151	180	.701		
Total	127.994	182			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Average PSP

LSD

		Mean Difference (I-J)	Std. Error	Sig.	95% ... Lower Bound
1	2	.2495	.2243	.267	-.193
	3	-.0641	.1554	.681	-.371
2	1	-.2495	.2243	.267	-.692
	3	-.3136	.1938	.107	-.696
3	1	.0641	.1554	.681	-.243
	2	.3136	.1938	.107	-.039

Multiple Comparisons

Dependent Variable: Average PSP

LSD

		95% Confidence . Upper Bound
1	2	.692
	3	.243
2	1	.193
	3	.069
3	1	.371
	2	.696

H3: Group Assignment+ Attachment Styles & PSP (Two-Way ANOVA)

Between-Subjects Factors

N		
Group Assignment	1	61
	2	64
	3	58
Attachment Style	1	38
	2	22
	3	123

Tests of Between-Subjects Effects

Dependent Variable: Average PSP

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.976 ^a	8	2.872	4.759	.000
Intercept	839.963	1	839.963	1391.699	.000
GroupAssignment	8.619	2	4.310	7.140	.001
AttachmentStyle	1.466	2	.733	1.215	.299
GroupAssignment * AttachmentStyle	4.155	4	1.039	1.721	.147
Error	105.018	174	.604		
Total	1589.720	183			
Corrected Total	127.994	182			

a. R Squared = .180 (Adjusted R Squared = .142)

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Average PSP

LSD

		Mean Difference (I-J)	Std. Error	Sig.	95% ... Lower Bound
1) Attachment Style	2	.250	.2081	.232	-.161
	3	-.054	.1442	.857	-.349
2	1	-.250	.2081	.202	-.660
	3	-.314	.1798	.083	-.609
3	1	.066	.1442	.957	-.221
	2	.314	.1798	.083	-.041

Multiple Comparisons

Dependent Variable: Average PSP

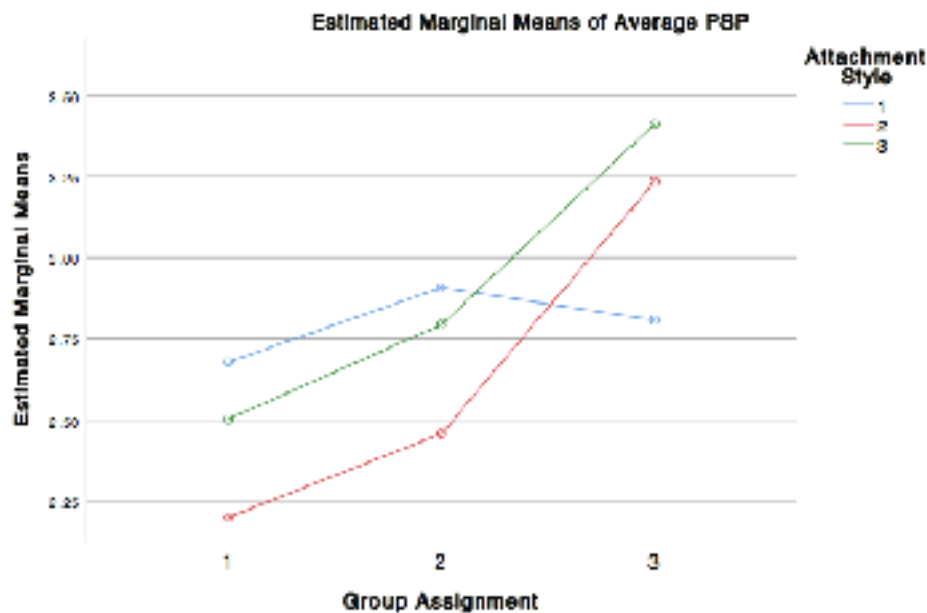
LSD

		95% Confidence ... Upper Bound
1) Attachment Style	2	.538
	3	.221
2	1	.131
	3	.041
3	1	.333
	2	.558

Based on observed means.

The error term is Mean Square(Error) = .604.

Profile Plots



RQ1: PSP& Initial Consideration (Correlation)

RQ2: PSP & Active Evaluation (Correlation)

RQ3: PSP & Purchase (Correlation)

RQ4: PSP & Post-purchase Experience (Correlation)

Correlations

		Average PSP	Total IC	Active Evaluation Content Analysis
Average PSP	Pearson Correlation	1	.459**	-.176*
	Sig. (2-tailed)		.000	.017
	N	189	189	184
Total IC	Pearson Correlation	.459**	1	.257**
	Sig. (2-tailed)	.000		.000
	N	189	189	184
Active Evaluation Content Analysis	Pearson Correlation	-.176*	.257**	1
	Sig. (2-tailed)	.017	.000	
	N	184	184	184
Total Purchase	Pearson Correlation	.556**	.562**	-.237**
	Sig. (2-tailed)	.000	.000	.002
	N	176	176	176
Postpurchase	Pearson Correlation	.554**	.543**	-.222**
	Sig. (2-tailed)	.000	.000	.003
	N	176	176	176